

HOLDEN



PREMIER

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IT'S THE WAY YOU LOOK AT LIFE

Everything about new Holden Premier sets it apart, the way it looks, the way it feels, the way it rides, the way it handles.

Distinctive styling from its handsome grille and dual headlights to its classic rear deck.

Inside the spacious interior, deep cushion foam bucket seats curve and contour to your body. In front a re-designed instrument panel with electric clock, power boosted ventilation vents, and large easy-to-read dials all recessed in a handsome fascia with the finish of burl walnut. Plus a powerful, push-button radio.

In your hands a new soft grip steering wheel that complements the luxury around you. At your fingertips a new column control stalk for windscreen wipers, washers, dip switch, turn indicators and headlamp flashing. And a second fingertip control for Premier's smooth Tri-matic transmission. There's a luxurious high rise seat separator and storage compartment between you and your front passenger.

Yes, we've made changes, but not for the sake of change, only for the sake of improvement.

New engine and shock absorber mountings make themselves known through a quieter, smoother ride. New emission controls mean the engine runs cleaner. They're important changes, but underneath it all it's pure Premier.

With full coil suspension that soaks up the bumps, while you ride in comfort. With a separate front chassis design that damps out vibrations and road noise to keep the peace between you and the

road. The steering ratio's been increased. For lighter, easier handling with no loss in road feel. Holden Premier has power front disc brakes that help you stop as smoothly as you go. Rubber impact strips in the bumpers and body side protection strips protect against other people's carelessness.

Premier. It's a car that puts you first in every way.

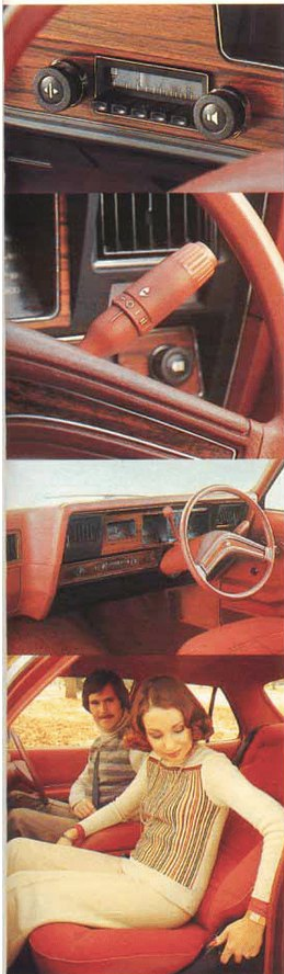
OPTIONS

Consider these luxury options: 4.2 litre or 5.0 litre V8. T-bar auto floor shift and central console. Electrically operated windows. Full air conditioning. Vinyl roof. Electrically heated rear window. Tinted laminated windscreen.

ACCESSORIES

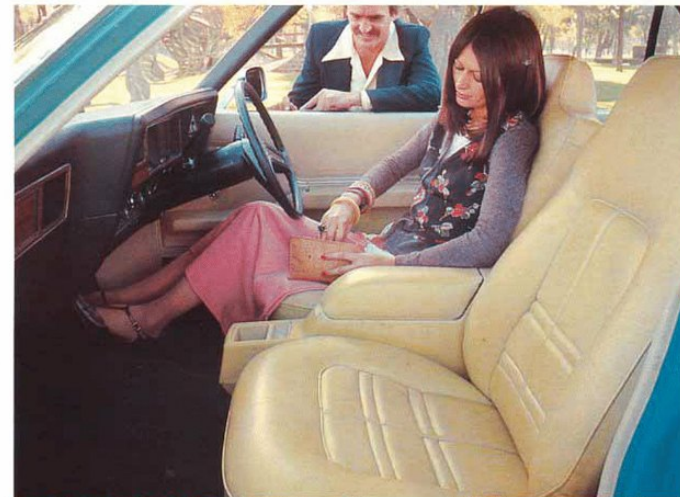
A wide range of Dealer-fitted accessories are available, too. Like a radio/stereo tape player. Tow bar. Weather shield. For complete information, check your Dealer.

1. Optional air conditioning.
2. Optional T-bar automatic. Includes full-length console.



Optional luxurious cloth trim.

There's something else we've built into Premier which you'll discover for yourself — the good things it says about you.



Premier's lavishly appointed interior includes body contoured bucket seats, centre armrests, front and rear and door-to-door carpet throughout.



SPECIFICATIONS

The heart of the new Holden Premier is the cleanest running engine Holden's ever built. It's equipped with a new pre-heat system. So the engine starts running cleaner sooner. Faster warm-ups also mean less engine wear. We're so confident in it, that routine service intervals have been extended to every 10,000 kms or six months.

Specs. of standard model

Engine: '3300' 6-cylinder
Bore: 3.625" (92.0mm) x Stroke: 3.250" (82.5mm)
Cubic Capacity: 201.25 cu. ins. (3298cm³)
Compression Ratio: 9.4:1
Transmission: Tri-matic automatic. Column mounted.
Rear Axle: Type — Banjo housing with live axles.
Suspension: Front — Independent with coil springs
Rear — 4 link design with axle mounted coil springs
Brakes: Front — power assisted discs
Rear — duo servo, drums
Standard Tyres: E78L14
Fuel Tank Capacity: 16.5 gals. (75.0 litres)
Wheelbase: 111.0" (2819mm) Track: Front 59.5" (1511mm) Rear: 60.2" (1529mm)
Overall length: 190.8" (4846mm)
Overall width: 74.3" (1887mm)
Overall height: 54.4" (1382mm)
Turning Circle: Kerb to Kerb — 39.7' (12.1m)
Ground Clearance: 6.0" (152mm)
Estimated Kerb Weight: 3062 lbs (1389 kgs)

Holden Safety Features

Safety features include:
Energy-absorbing steering column.
Tandem brake master cylinder with



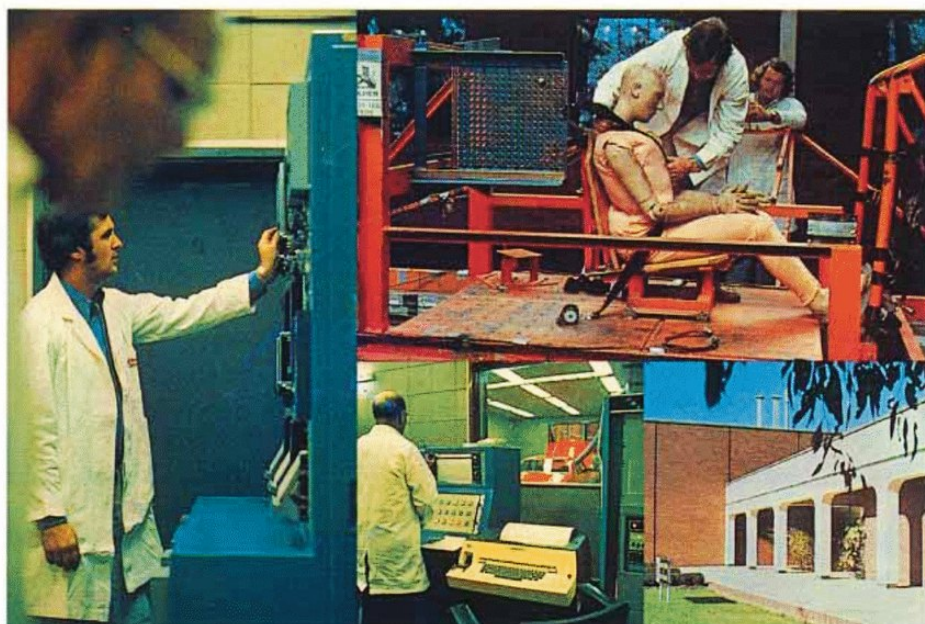
split hydraulic circuits. Energy-absorbing sun visors. Electric windshield washers with 2-speed wipers. Wrap-around turn signal/back-up lamps. 2-speed heater/demister. Brake failure warning lamp. Parking brake warning lamp. Front seat head restraints. Seat belts for five occupants, including retractable dual sensitive belts for front seats. Flow-through ventilation — by 'ram' and fan-boosted air. Underslung isolated fuel tank and external fuel lines. Cargo guard — luggage compartment barrier. Power assisted front disc brakes.

Australia's most popular car also has Australia's biggest Dealer and service network. There are more than 500 Holden Dealers across the continent and their staff are trained to give you the best possible attention.

Power Train Chart

Engine	Standard Transmission
Standard '3300' Six-cylinder	Tri-matic automatic
Optional 4.2 litre V8	Tri-matic automatic
Optional 5.0 litre V8	Turbo-Hydramatic automatic

Safety first. The GMH Safety Design Test Centre is the largest, most comprehensive, most advanced proving ground complex in Australia.



PEOPLE TRUST HOLDEN